

CHICAGO, IL, November 20, 2014 **/24-7PressRelease/** -- For the sixth consecutive year, Q1 Productions is hosting the EU Device and Diagnostic Reimbursement and Market Access Conference, offering healthcare executives an opportunity to address the most up to date topics surrounding the reimbursement and market access space with some of the industry's experts. The conference will be held February 23-24, 2015 in Frankfurt, Germany and will focus on maintaining improvement and advancing innovation in European markets.

Attendees will explore the latest trends, best practices, and current status of healthcare budgeting and working with HTAs with some of the most successful leaders in the life science industry in Europe. This year, nearly two dozen distinguished presenters will lead valuable sessions and interactive panel discussions during the two-day conference, including Gabriela Soskuty of B.Braun, Markus Ott of Bayer Healthcare, Matthias Borst of Becton Dickinson, Michele Tringali of HTA Program, Direzione Generale Salute, Elizabeth Harrison of Internistische Klinik Dr. Mueller, and Yves Verboven of MedTech Europe. Discussions will cover a wide variety of topics, such as real world evidence, lobbying, tendering strategies, HTA legislation, and much more.

New to this year's agenda are tracked sessions that will allow attendees to hear from presenters on topics specific to either medical device or diagnostics. Attendees will have an opportunity to discuss HTA legislation updates as it pertains to device or diagnostics, explore case studies, and recognizing similarities, opportunities, and limitations in reimbursement pathways from different European markets.

For more information on the 6th Annual EU Device and Diagnostic Reimbursement and Market Access Conference, please visit <http://www.q1productions.com/eureimbursement/> or contact marketing@q1productions.com.

About the Organizer:Q1 Productions designs and develops webinars, training courses, conference programs and forums aimed at specifically targeted audiences throughout highly regulated industries in order to provide strategic learning and timely program content. Through a highly structured production process focused on research calls with end-users and key stakeholders in the industry, our team is able to understand the immediate business concerns of today's leading executives. Whether focusing on new or pending legislative and health policy issues or enhanced technologies or processes that will drive efficiency, our programs provide solutions to the urgent educational and information needs of our attendees.